

(d) treating said cell, in which said desired gene is activated or in which said desired phenotype is induced, with one or more test compounds to be screened for drug activity; and

(e) determining the ability of said one or more test compounds to interact with a product of said desired activated gene.

Please add the following new claim:

69. (New) A method for drug discovery comprising:

(a) integrating a vector, comprising a promoter, into the genome of one or more eukaryotic cells, by non-homologous recombination, wherein said promoter activates expression of an endogenous gene in said one or more cells;

(b) culturing said one or more cells under conditions favoring expression of said activated gene, thereby producing a gene product of said activated gene;

(c) screening said one or more cells for a cell in which a desired gene is activated or for a cell in which a desired phenotype is induced by said activated gene;

(d) treating said cell, in which said desired gene is activated or in which said desired phenotype is induced, with one or more test compounds to be screened for drug activity; and

(e) determining the ability of said one or more test compounds to interact with a product of said desired activated gene or to affect said desired phenotype.